

**In the Claims:**

1-37. (Cancelled)

38. (New) A method for providing a customized broadcast comprising:  
maintaining a user profile including information relating to a preference of a user associated with the user profile;  
without selection from a user device, automatically selecting a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile; and  
transmitting the plurality of broadcast elements to the user device.

39. (New) The method of claim 38 further comprising maintaining a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to the user device, and wherein automatically selecting the broadcast elements is based on the user profile and the user listening history.

40. (New) The method of claim 38 wherein the plurality of broadcast elements further comprise a weather broadcast element.

41. (New) The method of claim 38 further comprising modifying the information in the user profile based on the plurality of broadcast elements that are selected automatically.

42. (New) The method of claim 38 further comprising:  
without selection from the user device, automatically selecting an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;  
halting transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and  
transmitting the alert broadcast element to the user device.

43. (New) The method of claim 38 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.
44. (New) The method of claim 38 wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of a user associated with the user device.
45. (New) The method of claim 38 further comprising iteratively repeating without selection from the user device, automatically selecting and transmitting the plurality of broadcast elements to the user device.
46. (New) The method of claim 38 wherein the plurality of broadcast elements are sequentially transmitted to the user device.
47. (New) The method of claim 38 wherein automatically selecting the plurality of broadcast elements further comprises selecting a disc jockey introduction broadcast element, and mixing the disc jockey introduction broadcast element with the song broadcast element wherein the song broadcast element includes the disc jockey introduction broadcast element.
48. (New) A server for providing a customized broadcast comprising:  
a network interface for communicating with a network; and  
a processor adapted to:  
    maintain a user profile including information relating to a preference of a user associated with the user profile;  
    without selection from a user device, automatically select a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile; and  
    transmit the plurality of broadcast elements to the user device.
49. (New) The server of claim 48 wherein the processor is further adapted to:

maintain a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to the user device, and wherein the plurality of broadcast elements are automatically selected based on the user profile and the user listening history.

50. (New) The server of claim 48 wherein the plurality of broadcast elements further comprise a weather broadcast element.

51. (New) The server of claim 48 wherein the processor is further adapted to:

without selection from the user device automatically select an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;

halt transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and

transmit the alert broadcast element to the user device.

52. (New) The server of claim 48 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.

53. (New) The server of claim 48 wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of a user associated with the user device.

54. (New) A computer-usable medium having computer-readable instructions stored thereon for execution by a processor to perform a method comprising:

maintaining a user profile including information relating to a preference of a user associated with the user profile;

without selection from a user device, automatically selecting a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile; and

transmitting the plurality of broadcast elements to the user device.

55. (New) The computer-usable medium of claim 54 wherein the computer-readable instructions stored thereon for execution by the processor to perform the method further comprises:

maintaining a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to the user device, and wherein automatically selecting the plurality of broadcast elements is based on the user profile and the user listening history.

56. (New) The computer-usable medium of claim 54 wherein the plurality of broadcast elements further comprise a weather broadcast element.

57. (New) The computer-usable medium of claim 54 wherein the computer-readable instructions stored thereon for execution by the processor to perform the method further comprises modifying the information in the user profile based on the plurality of broadcast elements that are selected automatically.